File

February 27, 1961

# fashion calendar 1961

21st YEAR · A WEEKLY PUBLICATION

JANUARY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| **1** | **2** | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

FEBRUARY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| **12** | **13** | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | **22** | 23 | 24 | 25 |
| 26 | 27 | 28 | | | | |

MARCH

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | **31** | |

APRIL

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| **2** | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

MAY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| **14** | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | **30** | 31 | | | |

JUNE

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| **18** | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

JULY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | **4** | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

AUGUST

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

SEPTEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | **4** | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

OCTOBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | **12** | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

NOVEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | **11** |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | **23** | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

DECEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | **25** | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

RUTH FINLEY, PUBLISHER · 8 EAST 77th STREET · NEW YORK 21, N. Y. · TR. 9-2343

# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Just Released | MILLINERY COLORS FOR FALL 1961 | COLOR ASSOCIATION OF U.S.A. INC. | 200 MADISON AVENUE |
| | Twenty-four Fall '61 millinery colors, coordinating with ready-to-wear, gloves and hosiery. Contact: Midge Wilson, MU. 5-5881. | | |
| Thursday Feb. 23 11:00 A.M. Aperitif | PRESS PREVIEW: SPRING COIFFURE SILHOUETTES | SAKS FIFTH AVENUE | 3RD FLOOR ANTOINE SALON |
| | Antoine will greet the press at a special preview of his Spring coiffure silhouettes. By invitation. Publicity: Helen O'Hagan, PL. 3-4000; or Beatrice Dudek at Seligman & Latz, JU. 2-6100. | | |
| Thursday Feb. 23 12:30 P.M. Luncheon | LUNCHEON SHOWING OF SPRING MILLINERY | DON MARSHALL, INC. (18 EAST 53RD STREET) | HOTEL PLAZA PERSIAN ROOM |
| | Don Marshall's Spring millinery collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL.9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Thursday Feb. 23 4:30 P.M. Cocktails | PRESENTATION OF NEW MAKEUP | NOXZEMA | SHERATON-EAST HOTEL DIPLOMAT SUITE |
| | Press party introducing new makeup discovery, "Cover Girl." By invitation. Publicity: Helen Nash Assoc., 18 East 60th Street, PL. 9-5980. | | |
| Thursday Feb. 23-March 4 | EXHIBITION: ART WORK FOR CURRENT SHOE FASHIONS | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| | A series of examples from approximately a dozen shoe manufacturers, Amalfi, Capezio, Capri, Palizzo, Jack Schaefer and others. Open to public. Publicity: Dorothy Tyroler, CO. 5-2077. | | |
| Feb. 23 | GIVENCHY PRESS SHOW IN PARIS AT 3:00 P.M. By invitation. | | |
| Friday Feb. 24 11:30 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS | BERGDORF GOODMAN | 2ND FLOOR SALON |
| | Bergdorf Goodman will preview their custom-order collection, designed by Mark Mooring. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |
| Feb. 24 | BALENCIAGA PRESS SHOW IN PARIS AT 3:30 P.M. By invitation. | | |
| Saturday Feb. 25-March 5 | SEVENTEENTH ANNUAL ANTIQUES SHOW | NATIONAL ANTIQUES SHOW | MADISON SQUARE GARDEN 50TH ST. & 8TH AVENUE |
| | "How To Be At Home Around The World" - theme of the home furnishings section. More than 250 exhibitors will display 25 million dollars worth of art and antiques; also an Appraisal Clinic to evaluate any item for a fee of $1.00, for benefit of Arthritis & Rheumatism Fund. Hours: Daily from 1:00 P.M. - 11:00 P.M., except Sunday from 1:00 - 7:00 P.M. Price: $1.55. Press Preview: Monday, Feb. 27 at 10:30 A.M., by invitation. Publicity: Edith Anderson at Milton Rubin Assoc., CI. 6-3358. | | |

COPYRIGHT, 1961, BY FASHION CALENDAR

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|

WEEK BEGINNING SUNDAY, FEBRUARY 26, 1961

| | | | |
|---|---|---|---|
| Sunday<br>Feb. 26<br>1:00 P.M.<br>Brunch | MILLINERY COLLECTION<br>DURING BRUNCH | IRENE OF NEW YORK<br>(16 EAST 52ND STREET) | HAMPSHIRE HOUSE<br>FOUNTAIN ROOM |
| | Showing of Spring millinery by Irene. Shoes--Fiorentina. Reservations--$4.00; contact: "Mr. Jerome", CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542. | | |
| Monday<br>Feb. 27-<br>March 3 | ADVANCE FALL<br>SHOE SHOWINGS | DESIGNER SHOE GUILD | MEMBERS' SHOWROOMS |
| | Contact: Herbert Levine, president, 161 Sixth Ave., OR. 5-7900. | | |
| Feb. 28 | PARIS PICTURE RELEASE DATE (Feb. 21 Delivery Date for Models.) | | |
| Tuesday<br>Feb. 28<br>2:30 P.M. | WORKSHOP: SHOES,<br>FASHIONS & FACTS | NAT'L SHOE RETAILERS;<br>COLOR ASSOCIATION | HOTEL PLAZA<br>BALLROOM |
| | Workshop presentation including costume ensembles, fabrics, shoes and colors for Fall 1961. Admission limited to advance registration. Tickets: $5.00 (includes swatched color guide). Contact: Nat'l Shoe Retailers Association, MU. 6-7520. | | |
| Tuesday<br>Feb. 28<br>3:00 P.M. | SPRING SHOWING OF<br>IMPORT COLLECTION | BOB BUGNAND, INC. | 19 EAST 62ND STREET<br>SALON |
| | Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris. By invitation. Contact: TE. 8-0750. | | |
| Tuesday<br>Feb. 28<br>4:00 P.M.<br>Champagne | PREVIEW: FRENCH<br>CUSTOM COLLECTION | ALICE SCHWEITZER | 739 MADISON AVENUE<br>SALON |
| | Alice Schweitzer will present her all occasion Paris-designed collection. By invitation. Publicity: Naomi Zagor, BU. 8-6337 or UN. 1-3350. | | |
| Tuesday<br>Feb. 28<br>4:00 P.M.-<br>7:00 P.M<br>Cocktails | OPEN HOUSE &<br>SPECIAL PREVIEW | EASTMAN KODAK CO. | HOTEL COMMODORE<br>PARLOR B-BALLROOM FL. |
| | "A Welcome To 1961 Kodak Cameraland" & special preview of new equipment. For the consumer press -- women's page, special supplement and shopping column editors. By invitation. Contact: Jeanne Cole at J. Walter Thompson, 420 Lexington Avenue, MU. 6-7000. | | |
| Tuesday<br>Feb. 28<br>5:00 P.M.<br>Cocktails | REPORTS ON EUROPEAN<br>COLLECTIONS | N.Y. FASHION DESIGNERS<br>INC. (1457 BROADWAY) | 500 CLUB<br>500 SEVENTH AVENUE |
| | Designers' reports on Spring European collections. For reservations contact: Frances Duehren, WI. 7-0324. | | |
| Wednesday<br>March 1<br>12:00 Noon<br>Luncheon | PREVIEW OF SUMMER<br>COUTURE COLLECTION | MARIA KRUM | 41 WEST 56TH STREET<br>SALON - 2ND FLOOR |
| | Presentation of Maria Krum's couture daytime, travel and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060. | | |
| Wednesday<br>March 1<br>5:00 P.M.-<br>7:00 P.M.<br>Champagne | PREVIEW OF FALL<br>SHOE COLLECTION | FIORENTINA SHOES, INC. | 789 MADISON AVENUE<br>SALON |
| | Fall shoe collection designed by Silvia for Fiorentina-Tina, Inc. For buyers, by invitation. Publicity: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Thursday March 2 12:30 P.M. Luncheon | EUROPEAN READY-TO WEAR AT LUNCHEON SHOW | MACY'S NEW YORK | HOTEL PLAZA BALLROOM |
| | Macy's "made-in" collection of ready-to-wear from Europe during luncheon. (Release date was Feb. 13.) Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Friday March 3 11:00 A.M. | PRESS PREVIEW: CUSTOM-ORDER COLLECTION | OLDRIC ROYCE | 16 EAST 52ND STREET SALON |
| | Preview of the Oldric Royce custom-order collection. By invitation. Publicity: Nona James, YU. 6-6980. | | |
| Saturday March 4- March 12 | N. Y. COLISEUM ANTIQUES FAIR | WESTCHESTER ENTERPRISES | NEW YORK COLISEUM COLUMBUS CIRCLE |
| | Antiques from all parts of the world on display and for sale by more than 140 antiques dealers from the U.S. and England. Hours: 1:00 - 11:00; Sundays, 2:00 - 7:00. Admission: $1.50 (opening day $2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128. | | |
| Saturday March 4- March 12 | INTERNATIONAL FLOWER SHOW | HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB | NEW YORK COLISEUM COLUMBUS CIRCLE |
| | "Gardens For Outdoor Living"--forty-fourth annual flower show. Hours: First two days, 2:00 P.M.-10:00 P.M. Thereafter 10:00 A.M.-10:00 P.M. Last day, 1:00 P.M.-7:00 P.M. Tickets: $2.00 (adults); 90¢ (children). Publicity: C.C. Walter or Bruce Fouche at E.M. Freystadt, LE. 2-5960. | | |
| Monday March 6 11:30 A.M | PRESS PREVIEW OF IMPORT COLLECTION | BERGDORF GOODMAN | 2ND FLOOR |
| | Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |
| Monday March 6 4:00 P.M. | PRESS PREVIEW: NEW JUNIOR SIZE CENTER | ABRAHAM & STRAUS (BROOKLYN) | 4TH FLOOR |
| | Press preview of a newly designed Junior Size Center, a 16,000 square foot area, designed by Raymond Loewy Associates, comprised of "shops-within-a-store". (For release Wednesday, March 8.) By invitation. Publicity: Eileen Goldburg, TR. 5-7200 or TR. 5-0195. | | |
| Beginning Monday March 6 | FALL OPENING-- ITALIAN KNITS | ALBERTO IMPORTS, INC. | 1407 BROADWAY SHOWROOM - 12TH FLOOR |
| | Fall Italian knit collection, featuring dresses, coordinates coats and costumes. (Beginning March 10, showing at Sheraton West, L.A.; March 12 at Executive House, Chicago). Contact: Mike Salzman, OX. 5-1840. | | |
| Tuesday March 7 9:00 A.M. Breakfast | PREMIERE PRESS PREVIEW: MEN'S FASHIONS | BERNHARD ALTMANN CORP.; JOHN WEITZ DESIGNS, INC. | SARDI'S EAST 123 EAST 54TH STREET |
| | John Weitz will present his first men's wear collection, manufactured by The Bernhard Altmann Corp. For press, by invitation. Contact: Basil Elliot, at Bernhard Altmann, LA. 4-1900. | | |
| Tuesday March 7 11:00 A.M. | PRESS PREVIEW OF SOPHIE CUSTOM-MADE | SAKS FIFTH AVENUE | 3RD FLOOR SALON MODERNE |
| | Sophie, with the assistance of Stephen Erklin, will present her Spring collection to the press. By invitation. Publicity: Helen O'Hagan, PL. 3-4000. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Tuesday March 7 1:00 P.M. Luncheon | PRESS PREVIEW OF IMPORT COLLECTION | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| | Macy's will present their import collection to the press. (For release, Fri., March 10.) By invitation. Show will be televised on Channel 4, Sunday, March 12 (11:00-11:40 P.M.); Friday, March 17, (7:00-7:30 P.M.). Publicity: Stephanie Horton, OX. 5-4400, Ext. 2260. | | |
| Tuesday March 7 4:00 P.M.-7:00 P.M. | PRESS PREVIEW OF TOY EXHIBITS | TOY MANUFACTURERS OF THE U.S.A., INC. | 1107 BROADWAY STREET FLOOR |
| | Preview for the press of permanent toy exhibits. By invitation. Publicity: Sidney D. Kronish, CH. 3-8508. | | |
| March 8 | ABRAHAM & STRAUS RELEASE DATE--New Junior Size Center (Preview, March 6). | | |
| Wednesday March 8 9:30 A.M. Coffee | PRESS PREVIEW OF IMPORT COLLECTION | STERN'S | 3RD FLOOR |
| | By invitation. (For release, Thurs., March 9.) Public showings on March 8 at 12:30 and 6:00 P.M., 3rd floor. Publicity: Mildred Collins, LO. 5-7960. | | |
| Wednesday March 8 3:00 P.M. | OPENING: SPRING CUSTOM-ORDER COLLECTION | CHEZ NINON, INC. | 487 PARK AVENUE SALON |
| | Chez Ninon will present their Spring custom-order collection of French imports to press and customers. By invitation. Contact: PL. 3-6821. | | |
| Thursday March 9 9:00 A.M.; And 12:00 Noon | IMPORT FASHIONS AT TWO SHOWINGS | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA BALLROOM |
| | Spring import collection at breakfast and luncheon. Report by Jessica Daves, Editor-in-Chief, "Vogue" Magazine. Ready-to-wear committee of The Fashion Group and "Vogue" fashion editors. Prices: Breakfast--$6.00 (members), $10.00 (guests); Luncheon--$10.00 (members), $15.00 (guests). One guest per member. Contact: CI. 7-3940. | | |
| Thursday March 9 12:30 P.M. Luncheon | SPRING CUSTOM FASHIONS DURING LUNCHEON | MARTIER-RAYMOND (36 CENTRAL PK. SO.) | HOTEL PLAZA TERRACE ROOM |
| | Martier-Raymond will present their Spring custom-made collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| March 10 | MACY'S RELEASE DATE--Import collection. | | |
| Sunday March 12-March 15 | TENTH NATIONAL PRESS WEEK IN DALLAS | DALLAS FASHION MANUFACTURERS CENTER | SHERATON DALLAS HOTEL DALLAS, TEXAS |
| | Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 25 members of the Dallas Fashion Manufacturers Association. By invitation. Contact: Mrs. Velma McKee, Dallas Fashion Center, 913 Petroleum Building, Dallas, Texas. | | |
| Monday March 13-March 22 | FIFTY-EIGHTH ANNUAL AMERICAN TOY FAIR | TOY MANUFACTURERS OF THE U.S.A., INC. | HOTELS NEW YORKER & SHERATON-ATLANTIC |
| | About 1500 exhibitors will show at the 1961 Toy Fair, with temporary exhibits in Hotels New Yorker and Sheraton-Atlantic. Also permanent showroom exhibits at 200 Fifth Ave. and 1107 Broadway. Publicity: Sydney D. Kronish, CH. 3-8508. | | |
| March 13 | SAKS FIFTH AVENUE RELEASE DATE--Import collection. (No Show.) | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Tuesday March 14 3:00 P.M. | PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION | HATTIE CARNEGIE | 42 EAST 49TH STREET SALON |
| | Showing of the Hattie Carnegie Spring-Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600. | | |
| Wednesday March 15 9:45 A.M. Coffee | PRESS PREVIEW OF MATERNITY FASHIONS | LANE BRYANT (465 FIFTH AVENUE) | 10TH FLOOR |
| | Preview for press of Lane Bryant's maternity Spring collection. By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340. | | |
| Wednesday March 15 3:00 P.M. | PRESS PREVIEW OF SPRING COLLECTION | ELIZABETH ARDEN | 691 FIFTH AVENUE SALON - 2ND FLOOR |
| | Press preview of Elizabeth Arden's ready-to-wear and custom originals. By invitation. (Release date, Fri., March 17.) Publicity: Rasponi Associates, TE. 8-8171. | | |
| Thursday March 16 11:30 A.M. | SPRING-SUMMER FASHIONS BY TWO DESIGNERS | BERGDORF GOODMAN | 4TH FLOOR |
| | Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. (For release, Mon., March 20.) Note Change of Date. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |
| March 17 | ST. PATRICK'S DAY -- Friday. | | |
| March 17 | ELIZABETH ARDEN'S RELEASE DATE--Spring Preview, March 15 (See above). | | |
| March 20 | BERGDORF GOODMAN'S RELEASE DATE--Fashion Preview, March 16 (See Above). | | |
| Tuesday March 21 9:00 A.M.- 11:00 A.M. | PREVIEW OF SPRING FABRICS | F. SCHUMACHER & CO. | 535 MADISON AVENUE MAIN FLOOR |
| | Schumacher's collection of Spring fabrics. By invitation. Publicity: Mr. Rene Carillo, LO. 5-5700. | | |
| Tuesday March 21 4:00 P.M. Cocktails | PRESS PREVIEW: ISRAELI KNITTED FASHIONS | ALED ORIGINALS LTD. (1410 BROADWAY) | ISRAELI CONSULATE 11 EAST 70TH STREET |
| | Preview of Fall wool knitted costumes, suits and dresses. From Israeli to greet the press-Lilli Malchi, designer; Trude Bloch, production manager; Mr. F.H. Bloch, managing director. Showing at 4:30 P.M. By invitation. Publicity: Pauline Green at Charles J. Charney, PL. 7-0,55. | | |
| Thursday March 23 12:30 P.M. Luncheon | SUMMER FASHIONS DURING LUNCHEON | NATHAN & STRONG | HOTEL PLAZA PERSIAN ROOM |
| | Showing of Nathan & Strong's Summer fashions available at "Miss Bergdorf". Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Thursday March 23 4:00 P.M. Champagne | PREVIEW: COORDINATES & SPORTSWEAR FOR FALL | KORET OF CALIFORNIA | 1407 BROADWAY SHOWROOM - 4TH FLOOR |
| | "California Kaleidoscope"--showing of coordinates and sportswear collection for Fall. For press and buyers, by invitation. Publicity: Joy Frizze, 611 Mission, San Francisco. (Showing in Los Angeles, Wed., March 8 at 8:30 A.M., breakfast, at the Sheraton West Hotel) By invitation. Contact: Mervin Brown, Madison 6-2287 in L.A. Contact in New York: Susan Shaw, LO. 5-2442. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Monday March 27 12:30 P.M. Luncheon | FASHION SHOW OF THE MONTH | DE PINNA | SHERATON-EAST HOTEL BALLROOM |
| | Showing of Adele Simpson's Summer fashions available at De Pinna. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. De Pinna Publicity: Betty Flannery, PL. 7-9000. Fashion Show Director: Mary Alice Rice, CI. 6-1790. | | |
| March 31 | GOOD FRIDAY. | | |
| March 31 | PASSOVER -- begins Friday, at sundown. (April 1 - April 8). | | |
| Saturday April 1- April 9 | FIFTH EDITION OF AUTOMOBILE SHOW | INTERNATIONAL AUTOMOBILE SHOW | NEW YORK COLISEUM COLUMBUS CIRCLE |
| | Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--$1.50; Children 75¢. Publicity: United Public Relations, PL. 1-3950. | | |
| April 2 | EASTER SUNDAY. | | |
| Sunday April 2 1:00 P.M. Luncheon | EASTER SHOWING OF SPRING MILLINERY | JOHN FREDERICS | HOTEL PLAZA RENDEZVOUS ROOM |
| | John Frederics will present his Spring collection of millinery for the benefit of The Judson Health Center. Reservations--$11.00: "Banquet Dept.", PL. 9-3000. John Frederics Publicity: Ronald Forstadt, CI. 7-7745. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Sunday April 2 1:00 P.M. Luncheon | BENEFIT LUNCHEON ON EASTER SUNDAY | MR. JOHN, INC. | SHERATON-EAST HOTEL BALLROOM |
| | Mr. John will show his "American Tradition" collection of custom hats, couture, furs and accessories; also "Man Of Distinction" hats and accessories. For benefit of Girls' Club of New York. Reservations--$12.50; "Banquet Dept.", PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, CI. 6-1790. | | |
| Sunday April 2 1:00 P.M. Luncheon | FASHION SHOW AT EASTER LUNCHEON | SAMUEL WINSTON; MR. JOHN; CARTIER | HOTEL PIERRE COTILLION ROOM |
| | Fashions by Roxanne for Samuel Winston; hats--Mr. John; jewelry--Cartier. For benefit of N.Y. Association for The Blind. Tickets: $8.50. Reservations, contact: "Andre" , TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000. | | |
| Tuesday April 4 8:00 P.M. Supper; Dancing | "AN EVENING WITH AMERICAN FASHION" | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA GRAND BALLROOM |
| | The Fashion Group's third annual Evening Gala will this year honor American designers. Chairmen: Eugenia Sheppard, general chmn.; Sally Kirkland, fashion show; Eleanor Lambert, publicity; Margaret Macy, program book; Elizabeth Stout, advertising. Price: $25.00 per person. Contact: CI. 7-3940. | | |
| Tuesday May 16 9:00 A.M. Breakfast | SUB-TEEN FASHION AND MERCHANDISING CLINIC | AMERICAN GIRL MAGAZINE | NEW YORKER HOTEL TERRACE ROOM |
| | Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for press and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900. | | |

## MOVIES...THEATRE...OPERA

Monday Feb. 27 — NINETEENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH ST. Mon., Feb. 27: Verdi's Rigoletto. Tues., Feb. 28: Flowtow's Martha in Philadelphia. Wed., March 1: Wagner's Tristan und Isolde. Thurs., March 2: Ponchielli's La Gioconda. Fri., March 3: Puccini's Madama Butterfly. Sat. Mat., March 4: Puccini's Turandot. Sat. Eve., March 4: Strauss' Elektra. Publicity: Francis Robinson, PE. 6-1200.

Thursday March 2 — OPENING: "13 DAUGHTERS" 54TH STREET THEATRE, 152 WEST 54TH STREET Starring Don Ameche with Sylvia Syms, Monica Boyar, Honey Sanders, Richard Tone in a musical, set in Hawaii during the last century. About a Chinese mandarin who marries an Hawaiian princess and the prophecy that they will have 13 daughters, none of whom will marry. Presented by Jack H. Silverman. Director: John Fearnley. Costumes: Alvin Colt. Publicity: Philip Bloom, YU. 6-1349.

Thursday March 9 — OPENING: "THE DEVIL'S ADVOCATE" BILLY ROSE THEATRE, 208 WEST 41ST ST. Dore Schary, in association with Walter Reilly, will present the play based on the novel by Morris L. West, starring Leo Glenn, Sam Levene, Edward Mulhare, Edward Cianelli, Olive Deering, Michael Kane. Director: Dore Schary. Sets: Jo Mielziner. Costumes: Theoni Aldredge. Publicity: Richard Maney, CI. 7-4646.

Tuesday March 14 — OPENING: "IMPORTANCE OF BEING OSCAR" LYCEUM THEATRE, 149 W. 45TH STREET S. Hurok and Roger Stevens, in association with Sir Michael Redgrave and Fred Sadoff, will present Michael MacLiammoir in a one-man production, based on the three most significant phases of Oscar Wilde's life. Director: Hilton Edwards. Publicity: Martin Feinstein, CI. 5-0500.

Wednesday March 15 — OPENING: "BIG FISH, LITTLE FISH" ANTA THEATRE, 245 WEST 52ND STREET Starring Jason Robards, Jr., Hume Cronyn, Martin Gabel with George Grizzard, George Voskovec, Ruth White, Elizabeth Wilson, in a new play by Hugh Wheeler. About a group of moderately unsuccessful people on the fringe of the arts, presented by Lewis Allen and Ben Edwards. Director: John Gielgud. Costumes: Mary Grant. Publicity: Harvey Sabinson, JU. 2-4747.

Thursday March 30 — PREMIERE: "A RAISIN IN THE SUN" (Movie) FORUM THEATRE, B'WAY & 47TH ST. Re-creating the roles originated in the play, starring Sidney Poitier, Claudia McNeil, Ruby Dee, with Diana Sands, Ivan Dixon, John Fiedler, Louis Gossett, adapted by Lorraine Hansberry from her own play. Producers: David Susskind and Philip Rose. Director: Daniel Petrie. Publicity: Hortense Schorr, PL. 1-4400.

Thursday March 30 — OPENING: "THE HAPPIEST GIRL IN THE WORLD" MARTIN BECK, 302 W. 45TH ST. Starring Cyril Ritchard, Janice Rule with Bruce Yarnell, John Napier, Dran Seitz, in the musical by E.Y. Harburg, based on Greek legends. Director: Cyril Ritchard. Sets and Lighting: William & Jean Eckart. Costumes: Robert Fletcher. Publicity: Bill Doll, JU. 6-8894.

Thursday April 13 — OPENING: "CARNIVAL" IMPERIAL THEATRE, 249 WEST 45TH STREET David Merrick will present the musical adaptation of Helen Deutsch's screen play "Lili", based on the story by Paul Gallico, starring Anna-Maria Alberghetti, Jerry Ohrbach, Kay Ballard. Director: Gower Champion. Sets and Lighting: Will Stevens Armstrong. Costumes: Frederick Wittop. Publicity: Harvey Sabinson, JU. 2-4747.

# 1962

## JANUARY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | **1** | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

## FEBRUARY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | **12** | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | **22** | 23 | 24 |
| 25 | 26 | 27 | 28 | | | |

## MARCH

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## APRIL

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | **20** | 21 |
| **22** | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

## MAY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| **13** | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | **30** | 31 | | |

## JUNE

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| **17** | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

## JULY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | **4** | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

## AUGUST

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

## SEPTEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | **3** | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

## OCTOBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | **12** | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

## NOVEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **11** | **12** | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | **22** | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

## DECEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | **25** | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |